

emissive material migration into the fluorescent material or into the matrix of substrate. The semi-transparent layer can be any suitable material, such as an aluminum oxide, which tends to extend the useful life of the lamp. Thus, additional materials for enhancing the lamp's brightness and life may be used for reducing the starting voltage, extending the life of the lamp, or achieving other design characteristics.--

In the Claims

Please amend claim 36 to read as follows:

36. A lamp comprising:

an enclosure having a channel defined therein, said channel comprising a plurality of channel segments configured in series, wherein each of said channel segments in said series of channel segments has at least two ends;

a plurality of electrodes, wherein at least one electrode is positioned at each said end of each said channel segment, wherein each of said channel segments is configured to emit light in response to an activation voltage being applied across its electrodes, and wherein said activation voltages alternate in polarity along said series of channel segments;

wherein at least one of said channel segments shares a first common electrode area with a first channel segment and a second common electrode area with a second channel segment, and wherein a first common electrode is positioned substantially within said first common electrode area and a second common electrode is positioned substantially within said second electrode area.